

## Digital Strategist Job Description

Are you a creative self-starter eager to grow your skills in digital strategy, advertising, email marketing, and SEO? Do you have experience in marketing and are looking for a change?

9 Clouds is a digital lead generation agency, applying technology in innovative ways to connect businesses with customers online. We have a small (but mighty) team, and are seeking a digital content creator who is motivated to apply their skills, and to learn about digital advertising, email marketing, search engine optimization, and more.

This is a full-time salaried position. 9 Clouds has a beautiful office in downtown Sioux Falls, but has options for remote and hybrid work.

### Responsibilities

- Develop and manage content, simple design elements, and/or digital marketing campaigns for 9 Clouds and client deliverables, including but not limited to emails, online ads, search engine optimization (SEO), and landing pages. Refer to benchmarks for each deliverable and ensure they are reached.
- Conduct deliverable performance and strategy analysis. Participate in planning and strategizing for future digital marketing strategy execution, including content, content schedule, platforms and measurements.
- Participate in client meetings. Prepare for and facilitate client skills trainings, as needed, to assist clients in their understanding of how they can better understand their digital marketing efforts.
- Learn and develop skills related to assorted marketing technology.
- Support team growth and sustainability by participating in skill development, training, and cross-training initiatives for colleagues and new hires.
- Participate in service specialization processes: At the 6-month mark, start shadowing specialists to decide which platform to specialize in. At one year, adopt a service specialization, becoming an expert and active resource for the 9 Clouds team.
- Be an advocate for 9 Clouds in your network and community.

### Requirements

- Work well independently
- Great time management skills
- Collaborate with coworkers and interface with clients
- Love to hustle and work in a fast pace environment
- Self-taught, ambitious learner willing to keep up-to-date on technological changes and how they could be used by 9 Clouds

## Bonus Points

- Previous digital content creation experience
- Previous experience with Canva, Adobe Suite
- Previous experience with graphic design
- Interest in the automotive industry

## Perks

- Competitive salary (based on experience)
- Paid vacation and personal days
- Group health insurance access with company contributions
- Retirement contributions
- Access to supplemental insurance
- Flexible work environment
- Attend events and conferences
- Participation in volunteer events and free non-profit marketing
- Responsibility and autonomy
- Be an important part of a small team

## **To Apply:**

Send your resume and cover letter to [jobs@9clouds.com](mailto:jobs@9clouds.com).